

ABSTRACT

An artificial eye for use in animated plush toys has a one-piece eyeball and lid that are integrally molded. The eye further includes a shaped member and a retaining post. A crossplate of the shaped member is preferably curved to correspond to the curvature of the eye, and is operative to animate a portion of plush contiguous to the eye. The portion of plush to be animated has an attached elongated flap which includes a forked free end wherein each branch of the forked end includes a hole. The elongated flap is inserted into the doll's body or head cavity, and each branch is tucked under the curved crossplate of the shaped member. The retaining post engages the holes near the ends of each branch, thereby fixedly retaining the flap to the eye. When the eye is rotated the plush portion also moves thereby simulating movement of an eyelid.